



UFL

UFL is a large floral holding company with more than 11 years of experience in flower and gift delivery with offices in Kiev, Moscow, Saint Petersburg, Minsk and other East Europe countries.

More than 130,000 successfully completed orders made the company the market leader in flower delivery. UFL has been producing the best flower compositions to help clients create a holiday for their loved ones.

ABOUT:

- Since 2005
- Based in Ukraine
- Floral holding company
- www.u-f-l.net



GOALS:

- Increase targeted traffic by 100%
- Geo-targeting improvement
- Sales growth by 30%

APPROACH:



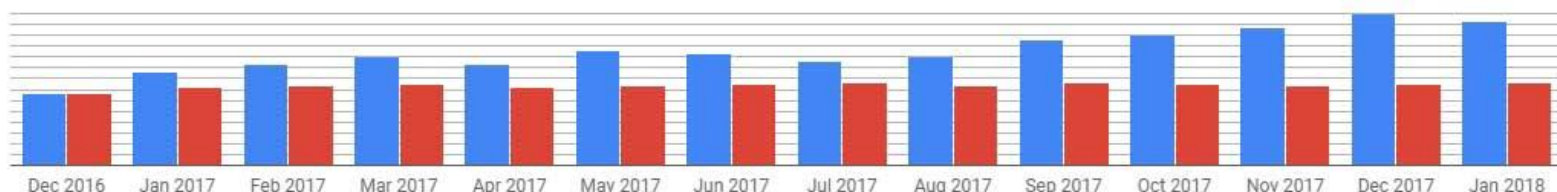
- Competitors research and implementing tracking tools
- Creating marketing strategy and executing:
 - Update semantic core according to keywords research
 - Separating targeted audience by segments: interests, income, geo
 - Developing new ad texts/CTAs and commercials for each segments
- Looking for new ideas through running A/B tests
- Analyzing monthly results & reporting

RESULTS:

- Increasing conversion rate by ~7%
- Increasing revenue by ~100%

After deep niche analysis, we reworked all ad campaigns: separated strategy by delivery region, updated keywords list for each region etc. Also, we launched multi-level dynamic remarketing - remarketing aggression based on a stage in sales funnel. It gave amazing results - **increasing sales more that 45% in first two months!** In high season all campaigns was enhanced: segmented bidding according to new tracking data, new call-to-actions for holidays etc. It gave nice boost - approximately **x2 in conversions for high season!** As result, we reached **increasing conversion rate by 7%** comparing to previous year but a major achievement is **increasing profit by more than 100% without increasing marketing budget.**

■ Profit ■ Conversion Rate



Attention! All our projects are under NDA. No exact data, Numbers illustrate trends!